

WPVI-TV PHILADELPHIA 4100 City Line Ave. PHILADELPHIA PA 19131 MESSAGE & MEDIA - 19123 ATTN: LEAH CASTERLIN 100 ALBANY STREET NEW BRUNSWICK NJ 08901

DATE: 09-22-2012

PAGE: 1

of 2

| Contract No | Contract Dt | Revision Dt | Rev# | Advertiser | Brand | Product Code | Station/Market | 399838 | 09-21-2012 | 0 | MENENDEZ FOR SENATE | BOB MENENDEZ FOR US SENATE | POLITICALS | WPVI - PHILADELPHIA

1 09-24-2012 09-28-2012 09-28-2012 06:00AM - 06:00AM MORNING NEWS 6A MO-FR (6949) 9 30 X X X X X X 5 5 1,200 5 6,000.00 3 09-24-2012 09-28-2012 07:00AM - 09:00AM MORNING NEWS GMA 7A MO-FR (6949) 9 30 X X X X X X 6 6 1,200 6 7,200.00 4 09-29-2012 09-29-2012 06:00AM - 08:00AM WEEKEND NEWS 6-8A SA (6997) 9 30 X X X X X X 6 6 1,200 6 7,200.00 5 09-29-2012 09-29-2012 08:00AM - 09:00AM WEEKEND NEWS GMA 5A (7098) 9 30 X 1 600 1 600.00 6 09-30-2012 09-30-2012 07:00AM - 08:00AM WEEKEND NEWS 7-8A SU (7056) 8 30 X X X X X 1 1 550 1 550.00 8 09-30-2012 09-30-2012 09-30-2012 08:00AM - 09:00AM WEEKEND NEWS 7-8A SU (7057) 8 30 X 1 1,000 1 1,000.00 8 09-30-2012 09-30-2012 09-30-2012 09:00AM - 10:00AM WEEKEND NEWS 9-1030A SU (7057) 8 30 X 1 3,500 1 3,500.00 10 09-30-2012 09-30-2012 10:30AM - 11:30AM WEEKEND NEWS 9-1030A SU (7057) 8 30 X 1 3,500 1 3,500.00 10 09-30-2012 09-30-2012 10:30AM - 10:00AM WEEKEND NEWS 9-1030A SU (7057) 8 30 X 1 550 1 650.00 11 09-30-2012 09-30-2012 10:00AM - 10:00AM WEEKEND NEWS 9-1030A SU (7057) 8 30 X 1 550 1 650.00 11 09-30-2012 09-30-2012 10:00AM - 10:00AM WEEKEND NEWS 9-1030A SU (7057) 8 30 X 1 500 1 500.00 11 09-30-2012 09-30-2012 10:00AM - 10:00AM WEEKEND NEWS 9-1030A SU (7057) 8 30 X 1 650 1 650.00 12 09-30-2012 09-30-2012 10:00AM - 10:00AM WEEKEND NEWS 9-1030A SU (7057) 8 30 X 1 400 1 400.00 13 09-30-2012 09-30-2012 12:00PM - 01:00PM WEEKEND NEWS 12-1P SU (7060) 9 30 X 1 400 1 400.00 14 09-30-2012 09-30-2012 12:00PM - 01:00PM WEEKEND NEWS 12-1P SU (7050) 9 30 X 1 400 1 400.00 14 09-30-2012 09-30-2012 12:00PM - 01:00PM WEEKEND NEWS 12-1P SU (7050) 9 30 X 1 500 1 500.00		00 2																			
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Brand



Contract No Contract Dt

WPVI-TV PHILADELPHIA 4100 City Line Ave. PHILADELPHIA PA 19131

Revision Dt | Rev# | Advertiser

MESSAGE & MEDIA - 19123 ATTN: LEAH CASTERLIN

Product Code

DATE: 09-22-2012

PAGE: 2

Station/Market

of 2

100 ALBANY STREET NEW BRUNSWICK NJ 08901

399	9838 09-2	1-2012		0	MENENDEZ FO	R SENATE		BOB MENENDI	EZ FOR I	US SE	NATE			P	OLIT	ΓΙCΑΙ	_S		\	NPVI - PHI	LADELPHIA
Agency Est#		CMS # Sales Office 244400 PHILADELPH			Account Exec A. CLIFFORD	Start Date 09-24-2012	End E		Billing M (Broadcast Month,					_			Contract Tit	le			
Line	Start Date	End Date	Time Peri	od		Description				RC	Duration	М	Т	W	Т	F :	s s	SPW	Price	Tot Spots	Total \$
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18	09-24-2012	09-28-2012	05:00PM	- 06:0	OPM E	ARLY NEWS 5P	MO-FR (6	6988)		9	30	x	X	X	X	X		4	1,500	4	6,000.00
19	09-24-2012	09-28-2012	06:00PM	- 06:3	орм в	EARLY NEWS 6P	MO-FR (6	989)		9	30	x	X	X	X	X		5	2,500	5	12,500.00
20	09-29-2012	09-30-2012	06:00PM	- 07:3	OPM V	VEEKEND NEWS	SA-SU 6-	-730P (6990)		8	30)	(X	2	1,600	2	3,200.00
21	09-24-2012	09-28-2012	11:00PM	- 11:3	5PM L	ATE NEWS MO	-SU (6969))		9	30	x	X	X	X	X		5	2,500	5	12,500.00
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Mon	th/YR		Preem	pted		Made Good		Contract T	otal		 A	dju	stme	ents					Net Tota	il:	64,940.00 Actual Total
Sep	12			0.00		0.00		76,40	0.00				C	0.00							76,400.00
TO	ΓAL			0.00		0.00		76,40	0.00				(0.00							76,400.00